

Message Text

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11

ACTION EA-14

INFO OCT-01 ISO-00 AID-20 CIAE-00 COME-00 EB-11 FRB-02

INR-10 NSAE-00 RSC-01 TRSE-00 XMB-07 OPIC-12 SP-03

CIEP-02 LAB-06 SIL-01 OMB-01 DRC-01 USIA-15 IGA-02

PRS-01 /110 W

----- 004789

R 040400Z JUN 74

FM AMEMBASSY SINGAPORE

TO SECSTATE WASHDC 676

INFO AMEMBASSY KUALA LUMPUR

UNCLAS SECTION 1 OF 2 SINGAPORE 2421

E.O. 11652: N/A

TAGS: AFSP, SN

SUBJECT: FY 76 COMMERCIAL BUDGET

REF: STATE 096131

1. THE FY 1976 COMMERCIAL BUDGET WILL REPEAT ALL ADDI-
TIONS REQUESTED IN FY 75 BUDGET WHICH MAY NOT HAVE BEEN
GRANTED.

FY 1974

A. REPRESENTATION \$ 600 (EXCLUDING AMBASSADOR'S WHICH IS
HIGHLY COMMERCIALY RELATED)

B. TRAVEL 900

C. COMMERCIAL LIBRARY 1,700 (EXCLUDES SUPPORT RECEIVED
FROM USIS)

D. IANTRACT SERVICES 200

E. NEWSLETTER AND 500 (EXCLUDING USIS SUPPORT)
INFO SYSTEM

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F. RENT & UTILITIES 4,600

G. SALARIES & ALLOWANCES 45,100

1975 ESTIMATE 1976 ESTIMATE

A. REPRESENTATION (700) (800)

B. TRAVEL 2,572 1,500

C. COMMERCIAL LIBRARY 3,000 3,000
(EXCLUDING REDECORATION)

D. CONTRACT SERVICES 8,000 8,800

E. NEWSLETTER 630 760

F. INFO SYSTEM 1,500 1,000

G. NEW POSITIONS: ONE FSL-5 SAME AS '75

ONE FSL-1

ONE FSL-6

ONE JUNIOR FSO

2. THE INCREASED IMPORTANCE OF SINGAPORE AS A REGIONAL COMMERCIAL CENTER AND CONCOMITANT WORKLOAD INCREASE IS WELL KNOWN IN THE DEPARTMENT. FROM 1965 TO 1973 THE NUMBER OF AMERICAN FIRMS IN SINGAPORE INCREASED FROM A HANDFUL TO OVER 400; U.S. INVESTMENT INCREASED FROM \$24 MILLION TO CLOSE TO \$600 MILLION; AND U.S. EXPORTS TO SINGAPORE INCREASED FROM \$64.5 MILLION TO \$757.3 MILLION. DURING THIS PERIOD EMBASSY STAFF REMAINED THE SAME. DEPT CAN BE PROUD THAT THE EMBASSY'S SERVICES ARE CONSIDERED PART OF THE RESOURCES BUSINESSMEN COUNT UPON AND USE WHEN PURSUING THEIR INTERESTS ABROAD, BUT AS THEIR ACTIVITIES MUSHROOM THE DEMANDS UPON OUR RESOURCES MUSHROOM PROPORTIONATELY.

3. SOME OF THE SERVICES CAN BE COUNTED BUT NOT MEASURED. COUNTING IGNORES THE OPPORTUNITIES LOST BECAUSE THE SECTION STILL OPERATES WITH A STAFFING PATTERN INHERITED FROM A SLEEPY CONSULATE GENERAL WHEN TRADE EXPANSION WAS NOT CONSIDERED UNCLASSIFIED

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IMPORTANT. SOME SERVICES THAT CAN BE COUNTED ARE:

1965 1972 1973 1974

BUSINESS VISITORS NO FIGURES AVAIL- 1000 1000

ABLE BUT ALL CATE-

TRADE OPPORTUNITIES GORIES WERE 115 159 170

WTDR'S (COMPLETED) MINISCULE 289 278 280

WTDR'S (RECEIVED) 317 291 280

ADS (NEW PROGRAM--STARTED IN 1973) NA 71 150

LOCAL TRADE INQUIRIES	429	441	500
LIBRARY VISITORS	800	2000	4000
PHONE INQUIRIES	---	1600	2000
COMMERCIAL NEWSLETTER	NONE	5	15

4. WHILE LARGE PERCENTAGE INCREASE IN THE BUDGET IS REQUESTED, THE ABSOLUTE AMOUNT OF EACH ITEM AND OVERALL TOTAL IS MINISCULE. ITEMS C-F ARE PRIMARILY REALTED TO PROGRAMS INITIATED IN FY 1974.

5. PART OF THE COMMERCIAL STAFF AND THE COMMERCIAL LIBRARY (ITEM 1-C) WILL BE MOVED TO GROUND-FLOOR PUBLIC AREA WHICH IS BEING ATTRACTIVELY DESIGNED AND DECORATED, AND PHYSICALLY AND FUNCTIONALLY JOINED WITH USIS RESOURCE CENTER. ALL THE PUBLIC-ORIENTED SERVICES WILL BE CENTRALIZED IN THIS UNIT, KNOWN AS COMMERCIAL SERVICES UNIT. THE UNIT WILL OFFER TRADITIONAL SERVICES WITH SHORT TURN AROUND BUT WILL GO BEYOND TRADITION IN FOLLOWING UP. USING AUTOMATED INFORMATION SYSTEM (ITEM F) POST WILL REACH OUT TO TARGETED AUDIENCES TO PROMOTE UNIT, TRADE CENTER, AND SPECIFIC U.S. PRODUCTS, SERVICES AND TECHNOLOGY. CONTRACT SERVICES (ITEM D) ARE NEEDED TO HANDLE INCREASED PAPER WORK, INDEXING AND DATA COLLECTING, TO COMPLETE REFERENCE WORKS ORGANIZATION AND TO FINISH DEVELOPMENT OF INFORMATION SYSTEM DATA BASE.

6. THE NEWSLETTER (ITEM E) IS INTEGRAL PART OF COMMERCIAL SERVICES UNIT PROMOTION. PRESENTLY PAID FOR BY USIS. THE NEWS-LETTER IS TARGETED TO SPECIFIC INDIVIDUALS IN SPECIFIC MARKET SECTORS BY MEANS OF THE INFO SYSTEM. IT IS SHORT, TWO OR THREE PAGES, AND LIMITS SUBJECT MATTER TO ONE MARKET AND THEME. NEWSLETTER IS USED TO REACH LARGE BUT CLEARLY-IDENTIFIED UNCLASSIFIED

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AUDIENCES ON ANY SUBJECT OR WITH ANY MATERIAL OF INTEREST COMMERCIALY.

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INFO OCT-01 ISO-00 AID-20 CIAE-00 COME-00 EB-11 FRB-02

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UNCLAS SECTION 2 OF 2 SINGAPORE 2421

7. THE SHARP INCREASE IN LIBRARY VISITORS IN 1973 RESULTED BECAUSE THE LIBRARY WAS TAKEN OUT OF THE SECOND FLOOR WHERE VISITORS HAD TO PASS THROUGH THE MARINE GUARD. NEW MATERIALS WERE ACQUIRED AND ORGANIZED MORE EFFECTIVELY THAN PREVIOUSLY. A NEW OPPORTUNITY TO IMPROVE THE FACILITY IN AN EVEN MORE SIGNIFICANT QUANTUM JUMP IN FY 74 HAS BEEN TAKEN ADVANTAGE OF AND THE BUDGET ITEMS ARE NEEDED TO IMPLEMENT A PROGRAM THAT CAN EFFECTIVELY EXPLOIT THIS NEW FACILITY. WE ARE NOT TALKING ABOUT EZCAT PROGRAM WITH WHISTLES AND FANS THAT RISE AND FALL WITH THE U.S. BALANCE OF PAYMENTS, BUT A QUIET PROFESSIONAL PROGRAM THAT IS ROUTINIZED AND IN THE HANDS OF FSL'S AND COMPUTERS THAT PROVIDES FAST EXPORT-GENERATING SERVICES IN SURROUNDINGS THAT ENCOURAGE ITS USE AND FAVOR THE EXCHANGE OF INFORMATION.

8. TRAVEL (ITD ?)--SINGAPORE IS A REGIONAL CENTER FOR SOUTHEAST ASIA. ITS TRADERS CARRY THEIR WARES THROUGHSUT THE REGION AND U.S. EXPORTERS COME TO SINGAPORE LOOKING FOR A DOOR TO THE BROADER MARKETS OF THE REGION. IN RECOGNITION OF THE IMPORTANCE OF THE AREA, A REGIONAL TRADE CENTER WAS TRANSFERRED

FROM BANGKOK TO SINGAPORE. ALL ECONOMIC/COMMERCIAL OFFICERS HAVE TO DEAL DEAILY WITH BUSINESSMEN WHOSE PRIMARY INTEREST IS UNCLASSIFIED

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OUTSIDE SINGAPORE. SINCE SECTION WILL HAVE TWO NEW COMMERCIAL OFFICERS IN FY 75, TRAVEL FUNDS ARE BEING REQUESTED FOR FAMILIARIZATION TRIPS.

9. NEW POSITIONS--REQUESTED IN FY 75; TO BE REPEATED IN FY 76 IF NOT GRANTED.

A. FSL-5. ONE FSL-5 CLERK IS NEEDED TO REPLACE PRESENT FSL-4 CLERK WHO WILL BE PROMOTED TO FSL-3 AND GIVEN BROADER RESPONSIBILITIES FOR INFORMATION COORDINATION. THIS ADDITION AND CHANGE IS NEEDED TO MEET DAILY ROUTINE THAT IS NOW BACK-LOGGED ANZSKHICH WE UNCLOG PERIODICALLY THROUGH OVERTIME AND BY HIRING TEMPORARY WORKERS WHO ARE EXPENSIVE AND INVARIABLY LOSE MUCH TIME AS THEY BECOME FAMILIAR WITH OFFICE PROCEDURES. BY ITS VERY NATURE MOST COMMERCIAL WORK CANNOT BE CLEARED UP PERIODICALLY BECAUSE OPPORTUNITIES WILL BE LOST THROUGH LACK OF TIMELY ACTION. FOR LACK OF SUFFICIENT LOCAL PERSONNEL EMBASSY IS UNABLE TO RESPOND AS IT SHOULD HAVE TO GREAT AMOUNTS OF

ROUTINE AND NON-ROUTINE OPPORTUNITIES. THIS POSITION IS ABSOLUTELY NECESSARY TO ENABLE SECTION TO MEET BARE MINIMUM OF ITS RESPONSIBILITIES.

B. FSL-1. A PROFESSIONAL-LEVEL POSITION IS NEEDED IN ORDER TO FREE THE FSO'S FROM MUCH OF THE TECHNICAL UNCLASSIFIED COMMERCIAL WORK BETTER DONE BY A SPECIALIST. THE FSL WILL TAKE THE MARKET-RESEARCH BURDEN OFF THE OFFICERS AS WELL AS SOME CERP REPORTING. MARKET RESEARCH AND MARKET RESEARCH-RELAHID ACTIVITIES REQUIRE ALMOST HALF A MAN-YEAR OF OFFICERS' TIME. EMBASSY CANNOT AFFORD TO DEDICATE HALF A MAN-YEAR TO THESE TYPES OF ACTIVITIES. IN ADDITION TO QUANTITATIVE INCREASES IN ACTIVITIES AND INVESTMENT MENTIONED PREVIOUSLY, IT MUST BE REMEMBERED SINGAPORE HAS BECOME WORLD'S THIRD-LARGEST PETROLEUM REFINING CENTER AND IS BASE FROM WHICH MOST OF OIL EXPLORATION ACTIVITIES IN REGION ARE CONDUCTED. IT IS ABSOLUTELY NECESSARY THEREFORE THAT ONE OFFICER'S TIME BE FREED SUFFICIENTLY SO HE CAN DEDICATE AT LEAST A THRID TO HALF HIS TIME TO PETROLEUM-RELATED ACITIVITIES. ALL OFFICERS NEED TO BE FREED FROM ROUTINE SO THEY CAN SPEND MORE TIME IN THE MARKET-PLACE. THE FSL PROFESSIONAL WILL BE GIVEN OTHER TASKS NOW PERFORMED BY AMERICAN OFFICERS.
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C. FSL-6. THIS POSITION IS NEEDED IN ORDER TO FREE MANHOURS OF OUR FSL COMMERCIAL SPECIALISTS WHO PRESENTLY HAVE TO DO MUCH OF THEIR OWN TYPING AND FILING. WERE THEY FREED FROM THESE DUTIES THEY WOULD BE ABLE TO HANDLE SUBSTANTIVE PARTS OF JOB WHICH ARE CURRENTLY TOO OFTEN OVERLOOKED BECAUSE OF LACK OF TIME.

D. ONE JUNIOR FSO IS NEEDED TO ASSUME ECON/COMMERCIAL DUTIES NOW PERFORMED BY INCUMBENT GSO POS. NO. 52-2310-134. POSITION HAS BEEN UTILIZED FULLTIME BY ECON/COMMERCIAL SECTION SINCE ITS ESTABLISHMENT IN 1969. DUE INCREASED SUPPORT REQUIREMEMTS, POSITION MUST BE RETURNED ADMIN SECTION.

10. THESE POSITIONS ARE REQUESTED AS THE ABSOLUTE MINIMUM
NECESSARY IN ORDER TO DEVOTE THE FEW HUMAN RESOURCES THE
SECTION PRESENTLY POSSESSES TO MORE IMPORTANT WORK. TASKS
IN THE SECTION WILL BE REORGANIZED ACCORDING TO WHETHER WE
RECEIVE ONE, TWO OR ALL THREE LOCAL POSITIONS.
GRANT

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 04 JUN 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974SINGAP02421
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740141-0121
From: SINGAPORE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740676/aaaacnyx.tel
Line Count: 284
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 6
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: STATE 096131
Review Action: RELEASED, APPROVED
Review Authority: martinjw
Review Comment: n/a
Review Content Flags:
Review Date: 26 APR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <26 APR 2002 by phillir0>; APPROVED <08 JAN 2003 by martinjw>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FY 76 COMMERCIAL BUDGET
TAGS: AFSP, SN
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005